

Message Text

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43

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DRAFTED BY EUR/EE/JMANDEL/MJ
APPROVED BY EUR/EE - RGJOHNSON
EUR/EE -ESEGALL
COMMERCE - DJOHNSON
USIA - JBRADSHAW

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R 041433Z OCT 73
FM SECSTATE WASHDC
TO AMEMBASSY BELGRADE

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E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: ZAGREB FALL FAIR

REF: SEGALL BOLEN LETTER OF SEPTEMBER 14

1. PREPARATIONS ARE NOW UNDERWAY FOR THE SECOND MEETING OF THE STANDING COMMITTEE ON UNITED STATES PARTICIPATION IN EAST EUROPEAN TRADE FAIRS. A MEMORANDUM ON THE COMMITTEE'S FIRST MEETING WAS POUCHED IN SEPTEMBER. BECAUSE WE ARE INTERESTED IN ENCOURAGING STRONG U.S. PARTICIPATION AT THE ZAGREB FALL FAIR 1974, WE WOULD APPRECIATE EMBASSY ASSESSMENT OF THE COMMERCIAL OPPORTUNITIES PROVIDED BY THE ZAGREB FALL FAIR IN 1973 IN THE MOST SPECIFIC AND CONCRETE TERMS POSSIBLE. WHERE AVAILABLE STATISTICS ON VOLUME OF SALES GENERATED, COMMERCIAL INQUIRIES AND BUSINESS CONTACTS ESTABLISHED SHOULD BE INCLUDED.

2. BELGRADE AND ZAGREB SHOULD ATTEMPT TO DEVELOP INFORMATION FROM US FIRMS AND SUBSIDIARIES WHICH HAVE EXHIBITED AT THE ZAGREB FAIR. IN ADDITION, COMMENTS OF EXHIBITORS

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FROM OTHER COUNTRIES SUCH AS WEST GERMANY, ITALY, ETC.

SHOULD BE INCLUDED TO REFLECT RESULTS IN TERMS OF
EXPORT SALES GENERATED BY THEIR PARTICIPATION AT THE
ZAGREB FALL FAIR.

3. ANY OTHER COMMENTS AND ANALYSIS EMBASSY COULD MAKE
CONCERNING FUTURE US PARTICIPATION AT THE ZAGREB FAIR,
PARTICULARLY IN REGARD TO EXPORT OPPORTUNITIES FOR US
BUSINESSES WOULD BE APPRECIATED ASAP. RUSH

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